

WACHUSETT MOUNTAIN TACKLES THE ECONOMY WITH 10-POINT PROGRAM

PRINCETON, MA – The steepest slope Wachusett Mountain skiers or snowboarders have to negotiate for the 2008-09 winter season is not on the ski area's black diamond trails; it is dealing with how the current economy affects their household.

"We want to make sure our guests have numerous economical options to keep skiing or snowboarding an important part of their winter leisure time activities," said David Crowley, Wachusett general manager. "While costs continue to increase everywhere, we hope our location and value pricing programs will allow our guests a variety of ways to make their Wachusett Mountain experience part of their winter budget." Wachusett has adopted a 10-point program this season outlining its most economical benefits, programs and packages:

1. JUST A COUPLE GALLONS AWAY NOT A COUPLE TANKS.

Wachusett Mountain's convenient Central Massachusetts location makes it the most accessible ski area, and one of the most economical, in New England. With gas costing more these days, a family's investment to get to the northern New England mountains can be considerable. The savings of driving to Wachusett Mountain, with its location only one hour from Boston, could pay for the cost of a lift ticket and more.

2. BETTER FOR THE ENVIRONMENT.

Guests will consume less fossil fuel going to Wachusett. Skiers and riders can still get in a fun day on the slopes, spend less money getting there, and help the environment along the way. For those who are traveling to Wachusett by car, the ski area is offering incentives this season for those who carpool. If a guest purchases four lift tickets for the same day session online, they will receive free VIP Parking for their vehicle (normally a \$12 fee). For those not wishing to drive, Wachusett is the only ski area in New England to offer public transportation via commuter rail service. The Ski Train from Boston's North Station to nearby Fitchburg is available Saturday and Sunday morning and Saturday afternoons, with connecting shuttle service to the mountain.

3. LATER DEADLINES ON SEASON PASSES

For a summary of all season pass prices, visit www.wachusett.com.

4. NEW COLLEGE UPASS INTRODUCED.

College students now have the best deal ever made available at Wachusett Mountain. Currently enrolled students can purchase a "UPass." The new College UPass entitles students to the same benefit as a Bronze Century Pass at a significant savings. The pass is valid all nights through the season, as well as midweek, non-holiday days. In addition, the pass entitles students to a \$10 savings on weekend or holiday days. Offered in conjunction with the Worcester College Consortium, the UPass will be promoted to the colleges and universities through Worcester, as well as in the Boston area.

5. NEW THREE-DAY LEARN-TO-TURN PACKAGE INCLUDES FREE SEASON PASS.

Learning to ski or ride is a life-long investment in a fun, healthy, family-friendly sport and activity. For the 2008-09 season, Wachusett is rewarding guests who make that investment by providing a free Bronze Century Pass to anyone, 6 and older, who purchases a Three-Day Learn-to-Turn Package. The program is an extension of the mountain's already-popular Learn to Turn Package.

6. SKI FREE WITH FCHP.

For the 2008-09 season, Wachusett Mountain has partnered with Fallon Community Health Plan to give members a tremendous new value. All FCHP members can use their \$300 "It Fits" family fitness reimbursement toward Wachusett Mountain lifts, lessons and season passes. For details, go to www.fchp.org/skifree.

7. NEW FLEX TICKET PRICING.

On top of numerous package options for the 2008-09 season, Wachusett Mountain has developed a new Flex Ticket pricing on individual day or night lift tickets. The new pricing structure breaks the season down into three categories: prime, peak and spring. It has allowed the ski area to hold or decrease lift ticket rates during a majority of the ski season.

8. THREE-PEAT CARD IS PERFECT ALTERNATIVE

For those Wachusett Mountain guests looking for an even better economic alternative, the "Three-Peat" Card is the perfect answer. Available for only \$99, the card entitles purchasers to three days of skiing or riding anytime during the season. It can even be re-loaded after the three days are used. The three days or nights do not have to be consecutive.

9. SAVE ON EVERY VISIT WITH A PASSPORT.

Additionally, Wachusett also offers another benefit card called the Passport. Available for \$30, the Passport entitles purchasers to an \$8 discount on lift tickets, rentals and lessons every visit during the season. A Passport Plus is also available, which offers a \$10 discount on lift tickets, rental and lessons and every fifth visit is free.

10. MORE ECONOMY-BUSTER DEALS

Wachusett offers a variety of other deals throughout the season. New for the 2008-09 season, Wachusett Mountain (and several other New England resorts) will participate in the popular "Ski 3" promotion with Mobil gasoline stations throughout the Northeast offering added savings on midweek lift tickets. Stay tuned for details. Throughout the winter, Wachusett also offers special deals and packages online, via email and through text messaging promotions to customers' cell phones (text "SKIWA" to 95495 to sign up).

Visit www.wachusett.com via an easily found link in the New England section of the homepage of www.skiernews.com for details on all the great deals and info. Or please call 1-800-754-1234.



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Operated in cooperation with the Massachusetts Depart. of Conservation & Recreation.

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SKIER'S RESPONSIBILITY CODE

Ski resorts can be enjoyed in many ways. At the areas you may see people using alpine, snowboard, telemark, cross country and other specialized ski equipment, such as that used by disabled or other skiers.

Regardless of how you decide to enjoy the slopes, always show courtesy to others and be aware that there are elements of risk in skiing that common sense and personal awareness can help reduce.

Observe the code listed below and share with other skiers the responsibility for a great skiing experience.

1. Always stay in control.
2. People ahead of you have the right of way.
3. Stop in a safe place for you and others.
4. Whenever starting downhill or merging, look uphill and yield.
5. Use devices to help prevent runaway equipment.
6. Observe signs and warnings, and keep off closed trails.
7. Know how to use the lifts safely.

KNOW THE CODE. IT'S YOUR RESPONSIBILITY.

(This is a partial list.)

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